

**Aboriginal Tourism Advisory Council  
of the Northwest Territories**

**Terms of Reference**

## **INTRODUCTION**

In 2009/2010, the Department of Industry, Tourism and Investment (ITI) contracted NorthWays Consulting to carry out consultation with Aboriginal organizations, the tourism industry, and interested stakeholders to discuss the benefits of, and barriers to, Aboriginal tourism and to plan an Aboriginal Leadership Forum.

The resulting Report indicates:

- There is considerable interest in developing the Aboriginal tourism industry in the Northwest Territories (NWT);
- Aboriginal tourism could have significant economic, community development, and cultural value;
- Aboriginal tourism in the NWT is at the very early stages of development; and
- In order to develop the industry, there is a need to plan a phased and strategic approach.

ITI responded to the Report in a document called “Building the Aboriginal Tourism Product”; in this document, ITI outlines the Department’s role in developing the Aboriginal tourism sector. In its response, ITI signaled its intent to support a network of Aboriginal Tourism Champions and to form an Aboriginal Tourism Champions Advisory Council. The Advisory Council would be responsible for overseeing the implementation of an Aboriginal Tourism Strategy, drafting criteria under which Aboriginal tourism products would be certified in the NWT, and approving Aboriginal tourism products under the certification program.

This document defines the terms under which the Aboriginal Tourism Champions will be selected, the roles and responsibilities of these people, and how the Aboriginal Tourism Champions Council will function.

## **REPORTING RELATIONSHIP**

The Aboriginal Tourism Advisory Council will be accountable to the Minister of Industry, Tourism and Investment.

## **PURPOSE OF THE COUNCIL**

The Aboriginal Tourism Advisory Council will:

- Provide independent strategic advice and direction to the Minister of ITI on Aboriginal Tourism development in the NWT.
- Champion the Aboriginal Tourism development in communities throughout the NWT.
- Develop product standards for Aboriginal Tourism products
- Develop a process to certify Aboriginal Tourism products.
- Certify Aboriginal products as required.

## **COMPOSITION OF THE COUNCIL**

The Council will comprise nine members as follows:

- One (1) representative appointed by the Minister of Industry Tourism and Investment from the Tourism Marketing Advisory Committee (TMAC);
- One (1) representative appointed by the Chair of the NWT Tourism Association (NWTT);
- Seven (7) representatives appointed by the Minister based on invitations for expressions of interest for appointment or renewal.

Membership will reflect a broad range of industry sectors, as well as the regional and Aboriginal cultural diversity of the Northwest Territories. Aboriginal ancestry will be considered an asset for membership on the Council.

The terms of membership on the Council will be to a maximum of two years, with an option for renewal at the pleasure of the Minister. The first terms will be staggered over one and two years to ensure that a complete changeover is avoided.

The Council will meet twice a year in the spring and fall in a face-to-face meeting at a mutually agreed location within the NWT and by conference call when necessary. The Committee will have a budget allocation provided by ITI.

## **CHAIR**

Co-chairs for the Council will consist of the TMAC member appointed by the Minister, and the representative appointed by the Chair of NWTT. These appointments will ensure there is a strong communication link between the three bodies.

## **CRITERIA FOR APPOINTMENT**

Candidates for appointment to the Council will possess an appropriate mix of:

- Experience in and/or actively involved in the NWT tourism industry,
- Knowledge,
- Personal attributes,
- Leadership skills,
- Commitment to the ongoing success of the Council,
- Recent and significant experience in developing, implementing or managing marketing and/or business plans and;
- Experience in owning or managing a tourism business in the Northwest Territories.

Council members should also have:

- A sound knowledge of the current NWT tourism products and markets;
- Knowledge and awareness of Aboriginal culture in the Northwest Territories

- Knowledge of tourism industry and issues affecting the industry's future growth and;
- Knowledge of current tourism marketing and/or product development techniques and practices.

Ideally this experience will come from candidates' Aboriginal background and involvement in the tourism industry in the NWT or other regions of Canada.

## **QUORUM**

Quorum for the Council is a simple majority of all members including the co-chairs.

## **DECISION MAKING**

In the event that consensus cannot be reached on a decision, decision items will be decided by vote where a simple majority is required given that quorum has been obtained. In cases other than a tie, the co-chairs will not have voting privileges. In the case of tie, the co-chairs will cast a vote as one voice. If, in the case of a tie, the co-chairs cannot agree on a common voice, the issue will be referred to the Deputy Minister of ITI for a decision.

## **ROLES AND RESPONSIBILITIES**

The Aboriginal Tourism Advisory Council will:

- Guide the development and renewal of a three to five-year Aboriginal Tourism Strategy for the Northwest Territories.
- Review research and market demand information to identify key market and product development opportunities for Aboriginal tourism.
- Promote Aboriginal Tourism in regions and communities and among Aboriginal organizations and governments of the NWT.
- Act as resources for the Aboriginal people and organizations in the NWT with an interest in Aboriginal tourism.
- Recommend certification for Aboriginal tourism products in the NWT to the Minister of ITI.
- Participate in skills development training sessions sponsored by ITI.

The Government of the Northwest Territories will:

- Reimburse all costs incurred by the Council members that are travelling on behalf of the Aboriginal Tourism Advisory Council,
- Organize meetings as agreed upon by the Advisory Council,
- Prepare minutes of meetings that are held by the Advisory Council,
- Organize training sessions for the Advisory Council as agreed to by the Advisory Council and Minister,
- Hire facilitators for training sessions as required,
- And other duties as required.